



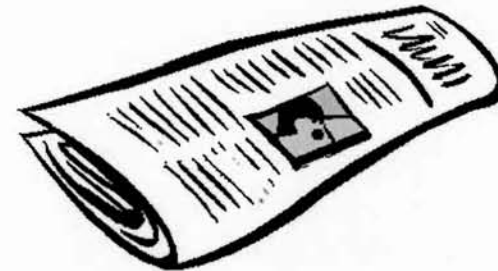
The Power of Cumulus



CUMULUS

versus

Local Newspaper





The Power of Cumulus

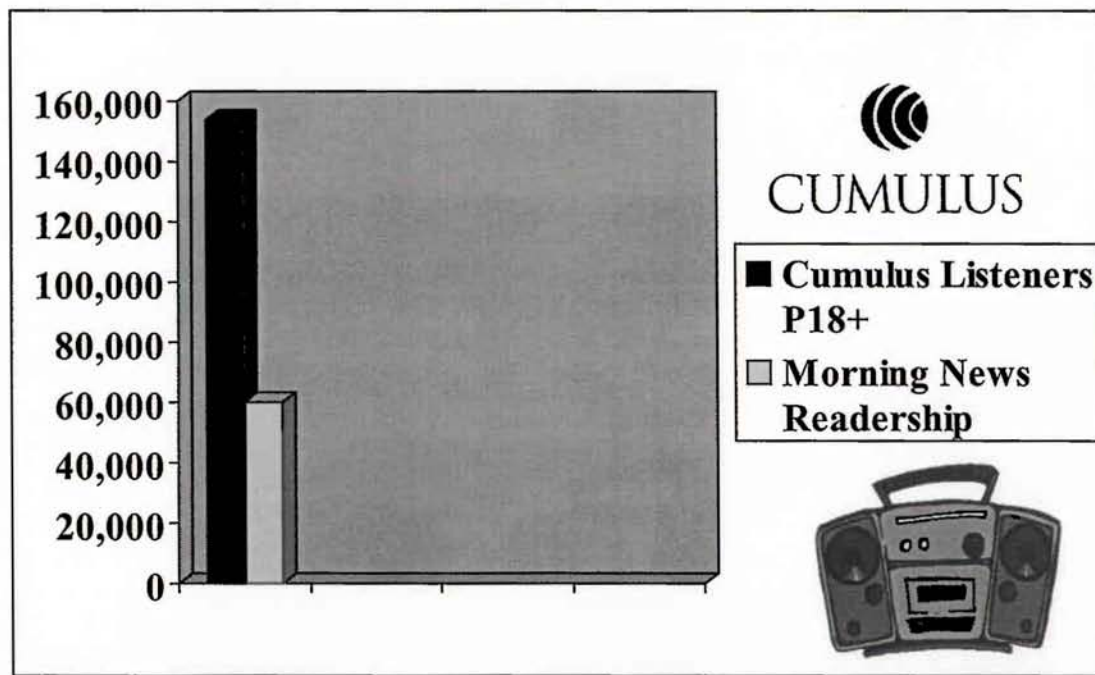


Cumulus of Florence can reach *more people, more times, at a COST PER THOUSAND*, far less than the Morning News!





The Power of Cumulus



The seven stations of Cumulus-Florence reach 160,100 people, age 18 or older. The Morning News only reaches 60,200.



*Cumulus Numbers: Arbitron, Fall 2001, TSA

*Morning News Numbers: Morning News Internal Survey, 2001





Top of Mind Awareness

- Consumers spend **more time with radio** than any other medium
- 44% of Media Usage Time is with Radio (only 10% is with newspaper)
- Radio is Intrusive, Personal, and Portable!
- Radio is also the **MOST** cost-efficient medium for creating Top of Mind Awareness!





ARE YOU REACHING THE URBAN CONSUMER?

**38.5 % OF THE FLORENCE POPULATION IS
URBAN.**



**CUMULUS FLORENCE REACHES 83 % OF
THE FLORENCE URBAN POPULATION.***



NEWSPAPER REACHES ONLY 10.5 %**



Source: Newspaper association of America
Arbitron, Florence, TSA Fall 2001; CIC, Inc.





JUST THE FACTS!

**•THE MORNING NEWS HAS A PAID CIRCULATION OF
27,418**

**•THE 7 CUMULUS FLORENCE STATIONS HAVE A
CUMULATIVE AUDIENCE OF 160,100**

•(BY DEFINITION "CUME" AND CIRCULATION ARE THE SAME)

**•THE NUMBER OF FLORENCE HOUSEHOLDS HAVE
INCREASED BY 9.5 % IN THE LAST 5 YEARS**

**•THE AVERAGE NEWSPAPER CIRCULATION HAS
DECREASED BY 12.2 % IN THE LAST 5 YEARS.**

**•THE AVERAGE COST OF NEWSPAPER ADVERTISING HAS
INCREASED BY 38% IN THE LAST 5 YEARS**



Source: Audit bureau of Circulation

Arbitron, Florence, TSA Fall 2001; CIC, Inc.





Is your investment in advertising the most cost effective way to reach potential clients?

A Schedule of 21 commercials on each of the seven Cumulus radio stations during the course of one week will reach 160,100 adults, age 18+, an average of 3.8 times each at a Cost per Thousand of \$7.92

- A full page ad in the Morning News will reach 60,200 people, age 18+, an average of ONE (1) time at a Cost per Thousand of \$118.58. if you're a new advertiser or are paying the open rate (more if you're national).

160,100 listeners vs. 60,200 readers!

\$7.92 vs. \$118.58 to reach 1000 people!

Exposure to your message 3.8 times vs. 1 time!

Is there any doubt?



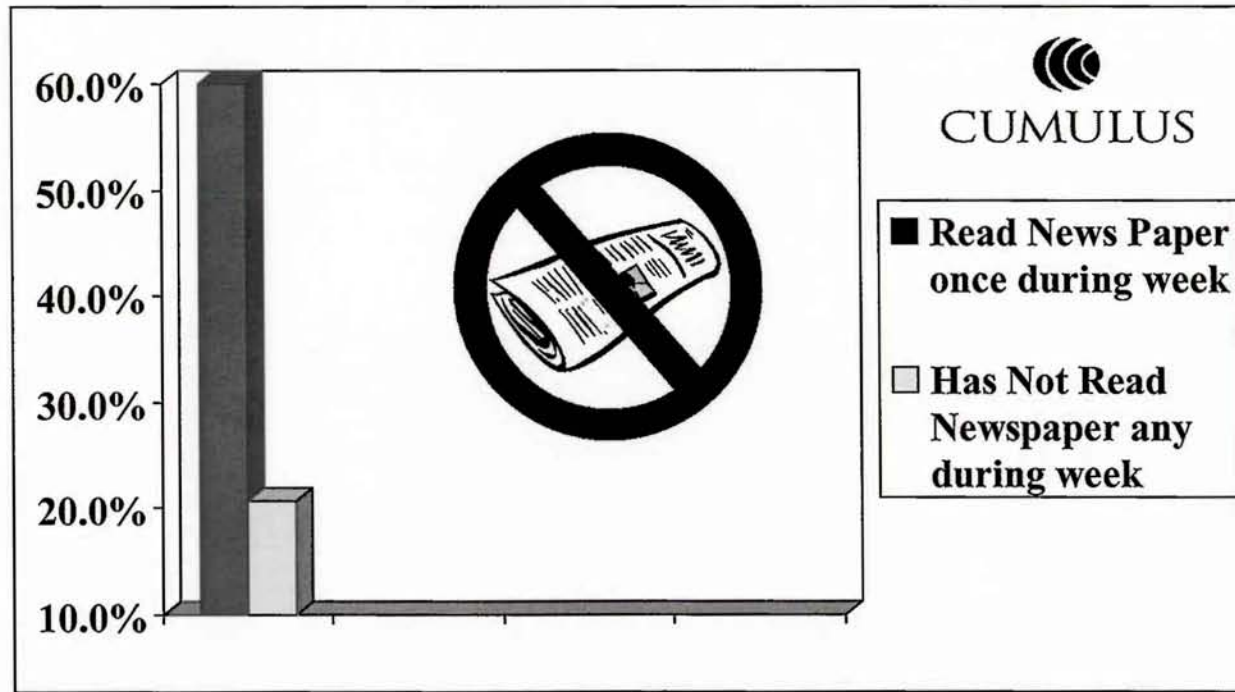
Source: NAA;

Arbitron, Florence, TSA Fall 2001





The Power of Cumulus



20.7% of Cumulus Listeners DO NOT read *any* newspaper weekly!



*Cumulus Numbers: Arbitron, Fall, 2001





MARKET REACH vs. PENETRATION

- The ***Morning News*** does **not** reach **49.5%** of ***Cumulus listeners*** in the Florence area.
- This means, over 100,000 people **are not** getting your message.
- Your newspaper dollars may not be reaching your goal!



WHAT CAN YOU DO?





The Big Secret:

You can include the frequency
of *Cumulus Florence*
WITHOUT increasing your
budget





CUMULUS



Did You Know?

- Reducing from a full page ad to 3/4 page only reduces **NOTABILITY** of your ad by 4%, but can free from \$600.00 to \$2,000 per ad to expand into radio?



- Reducing from a full page ad to half page only reduces **NOTABILITY** of your ad by 8%, but can free from \$1,200 to \$4,000 per ad?



Source: Audit Bureau of circulation;
Arbitron, Florence, TSA Fall 2001





EXTRA \$\$



The dollars you will save from newspaper ad reduction will allow you to add *Cumulus Florence* and reach the 100,000+ Pee Dee Area customers that the Morning News does not.



Source: Audit Bureau of circulation;
Arbitron, Florence, TSA Fall 2001

